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224
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MAD

"'Economics' is the study that tells you that the best time to buy anything was six months ago!"—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.



"UNDRESSED TO KILL"

Hi MAD! You're MAD!!! I loved "Undressed To Kill"! I laughed and loved the artwork. Thanks! (I think...)

Angie Dickinson
Los Angeles, CA

Your satire of "Undressed To Kill" was completely stripped of humor and good taste.

Timm Chapman
Calgary, Canada

After reading your satire "Undressed To Kill" it looks as if Angie Dickinson performed her best undercover work after she left her Policewoman TV series.

Y. Doodle
Porch, NJ

EXCUSES, EXCUSES

I felt that Coker and Ficarra did a real class job on "Why Didn't You Do Your Homework?"

Deron Wright
Van Nuys, CA

I tried one of the 18 MAD excuses for not doing your homework. It got me detention for a week...

John Lynch
Middleville, NY

Excuse #19: I used up my last sheet of paper writing a letter to MAD...

Billy Ward Jr.
Washington Township, NJ

Why didn't I do my homework? My job is changing the prices on the signs at a local gas station. I was too busy!!!

Justin Price
Dover, DE

IS HE KIDDING???

This is a brief, serious note of thanks for your magazine. It is a breath of fresh air in the publishing world. Your sane assessments of social issues makes it one of the few magazines worth reading regularly. You help many see life in perspective. I am a 31-year old and I am not ashamed to admit that I read MAD from cover to cover! Please keep up the high standards, the good work and the fun!

Allan Macveil
Montreal, Canada

ALMOST GONE!

Yessiree, we have almost gone out of our minds, trying to come up with another of those catchy headlines that trick you into reading these idiotic ads offering full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid... suitable for framing or wrapping fish... so you'll mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022. But... we couldn't come up with one!



"THAT'S REAL INCREDIBLE, PEOPLE!"

Me and the cast of "Real People" looked through your entire magazine and we couldn't find a satire of our show in it *anywhere!* You sure you guys ran it? Skip Stephenson
NBC's "Real People"
Burbank, CA

"That's Real Incredible, People!" was the best MAD satire ever! Give Angelo Torres and Dick De Bartolo a two-buck T-shirt!

Mark Schulte
Little Rock, AR

You give it to them! We're cheap!—Ed.



"That's Incredible!" Exclaimed The Cast Members Of NBC's "Real People" After Reading The Recent MAD TV Satire, "That's Real Incredible, People!"

PUNK CALLS US JUNK

You'd have to have a "Heart Of Glass" and a *brain of sand* to enjoy reading your "Punk Rock Group Of The Year" article!

Deborah Harry
New York, NY

MAD-ISON AVENUE SUCKER

"We'll Always Be Suckers For Clever Advertising"... because idiots like me will always buy MAD, no matter what the price, as long as the word "cheap" is on the cover!

Marty Aaronson
New York, NY

SNAPPY YOKES

Al Jaffee's "Humpty Dumpty Fold-In" really cracked me up!

Mike LaPointe
Racine, WI

Al Jaffee's recipe for laughs: crack one egg and fold-in page. Serves millions.

Marilyn Hemmes
Ridgefield Park, NJ

RETURN OF "THE BIG CON"???

Frank Jacob's "Now Playing...At The White House" was the best satire to hit the Republican Party since the cover of MAD #171, "The Big Con"!

Jim Ceaplicki
New York, NY

MAD MONEY

I recently purchased "The MAD Magazine Game" by Parker Brothers, in which the object is to lose your money! However, a much quicker way to lose your money is to fill out a MAD subscription coupon!

Dennis Muego
Westminster, CA

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Deborah Harry Reads And Asks...

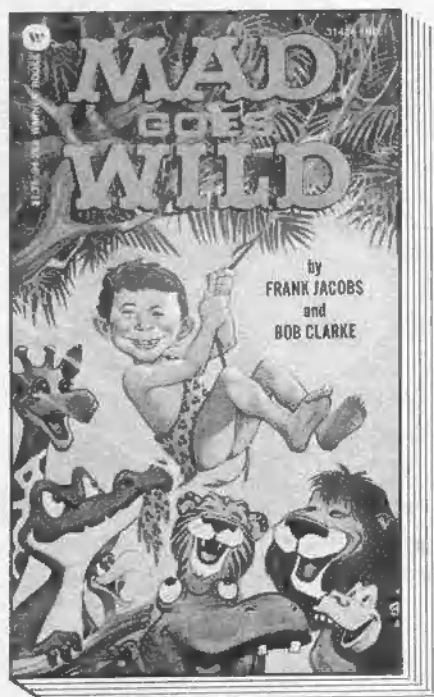


PHOTO: STANLEY MOSS

... "What Is This Crap?"

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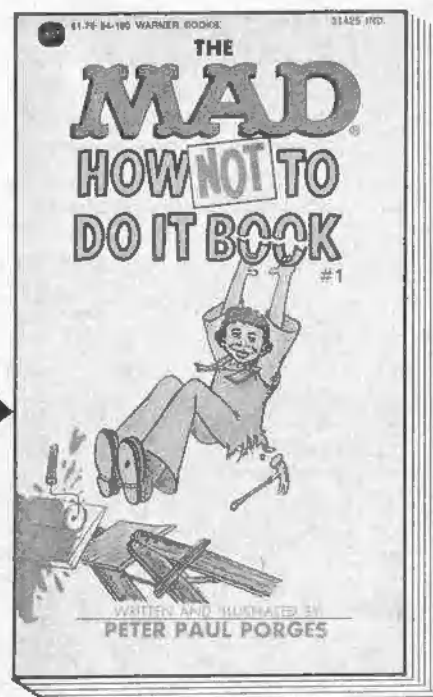


FIRST

**CHEW
ON THIS
SCHTICK
ABOUT
ANIMAL
LIFE!**

THEN

**CHICKLE
OVER THIS
"WAD YOU
SHOULD
AVOID"
BOOK!**



ORDER BOTH TODAY, BY GUM...AND WE'LL MAKE A DOUBLE MINT!

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☐ MAD HOW NOT TO DO IT BOOK

ALSO PLEASE SEND ME THESE OTHER IDIOTIC MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

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MUCHO DE NIRO DEPT.

For as long as we can remember, the plot of a "Fight Picture" was usually very simple. An underprivileged kid starts in the gutter, and blasts his way to the top. Then, along comes the first major Fight Picture of the '80's, and what do we get: an underprivileged kid starts in the gutter, and blasts his way to the sewer! Boy, Hollywood has given us our fair share of "anti-heroes" in the past, but now make way for the "anti-anti-anti hero" affectionately known as the . . .

RAVI

Wow! This is the greatest fight of 1941!

Look at that! A White man and a Black man, together in the same ring, beatin' each other's brains out!

Yeah! Who said integration would never work!?

That Jerk LaMutha ain't HUMAN! He's never been knocked off his feet!!

He's never BEEN off his feet—period!! He even SLEEPS standing up!!

Are you sure?? Only horses sleep standing up!

Trust me! He once spent two weeks in my stable!

They promised me a crack at LaMutha, but first I gotta win a couple of real easy warm-up fights!

Yeah . . . ? With who? The Japs and the Nazis!

Kill the friggin' bum, Jerk! Hit the frig right in his friggin' mouth!!



ARTIST: MORT DRUCKER

I can't believe it, Shmoey! It—it's my first loss! I dropped the decision!!

Big deal! So you lost! You gotta act like a MAN! You gotta do what's expected of you!

I guess you're right!

Okay! Now beat up the Referee and the two Judges and let's go!



What's wrong with Jerk these days, Shmoey?

Why? He's his usual self! Mean, rotten, foul-mouthed and disgusting!

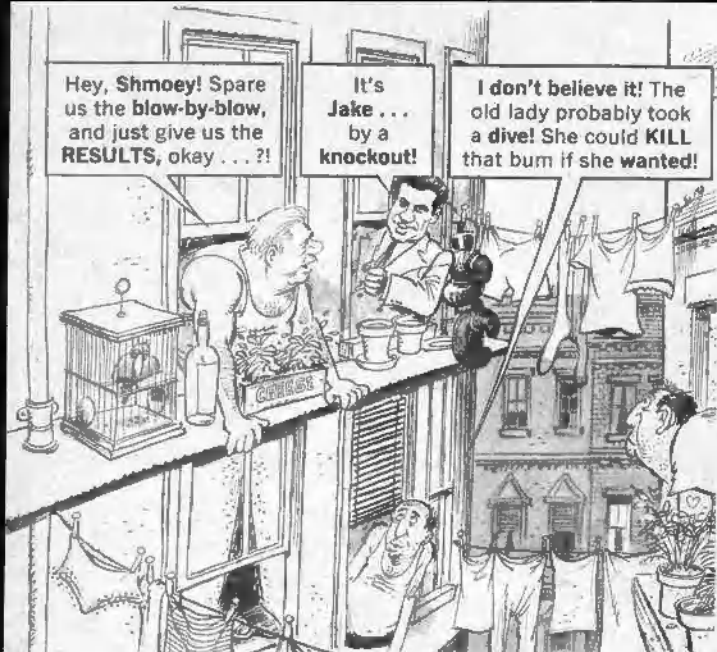
Yeah!!? How come he won't let the Mob buy into him? Why won't he throw fights?

Okay!! Okay!! Gee . . . I never said he was PERFECT



WRITER: LARRY SIEGEL

an animal... I ain't no animal!



Hey, Shmoey! Spare us the blow-by-blow, and just give us the **RESULTS**, okay...?!

It's Jake... by a knockout!

I don't believe it! The old lady probably took a dive! She could **KILL** that bum if she wanted!

'You're an idiot for beatin' up on your Wife like that, Jerk! That's the worst thing you can do!

Why?? 'Cause she may pack up an' leave me??

No, cause you got a fight with **Sugar Ray** comin' up, an' you might ruin your hands!

Gee... I wish I cared about people the way **YOU** do, Shmoey!

It's somethin' you're either born with, or you ain't! From now on, use that **CLUB** I got you for your **Wedding Present**!!



Shmoey, you wanna do me a big favor? Start punchin' me in the face as hard as you can!

Anything you say, Jerk...



I know it gets boring between fights, Jerk, but one of these days you **GOTTA** learn how to collect stamps or paint by the numbers... like **OTHER** people!



Ain't this better than being punched in the face?!?

Yeah, it's great! A modern swimming pool... right in the heart of **The Bronx**! But, when does it get filled up with water?!?

Any minute now! It looks like rain!

Shmoey, who's that sexy blonde over there?

Her name is **Vixen**! But keep away from her, Jake! I hear she's big trouble!

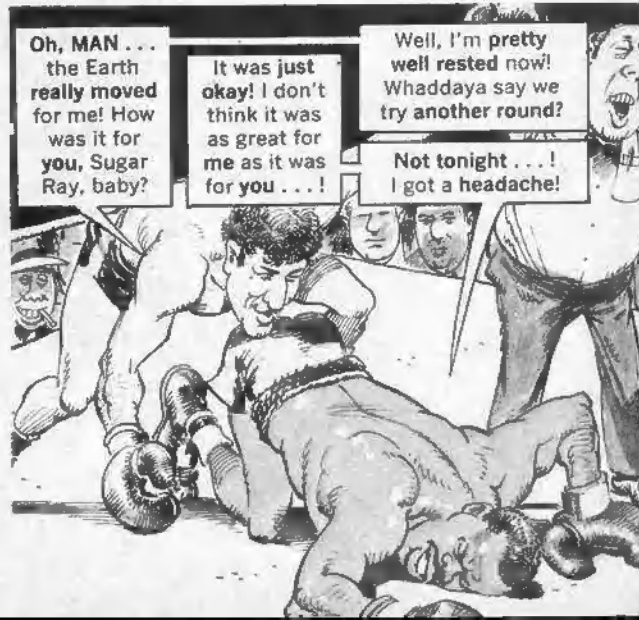
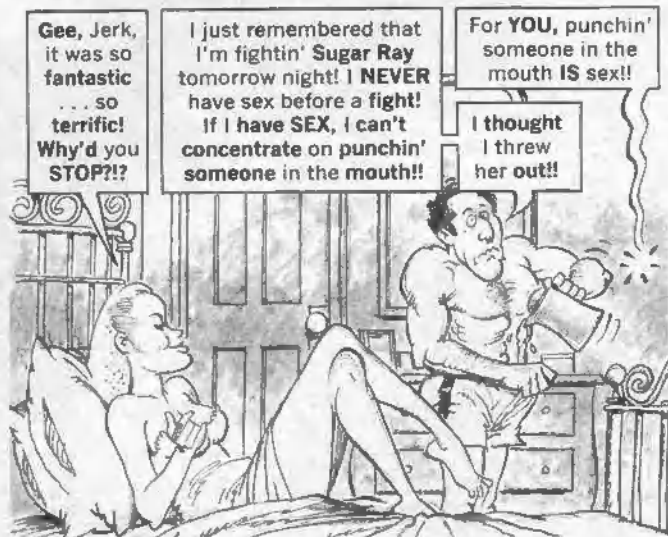


Hi! If you ain't doin' nuthin', whaddya say we kinda go over t' my place, have a couple of drinks, an' see what happens?

Well-I-I... Uh-O-KAY!

Boy, if there's **ONE** thing I **CAN'T STAND**, it's a **TEASE**!





Great news, Jerk!
I finally got you
that Title Fight
with Cerdan! But
there's a catch!
First, you gotta
fight some bum
an' take a dive!

WHAT?! Are
you kiddin'?!
I never took
no dive in
my life, an'
I ain't gonna
start now!!

Listen, there's a
HUNDRED GRAND
in it for you!!

Whaddaya want...?
A swan...? A jack-
knife...? I do a
great belly-whop!!



BOOOO!! HISS!!

FIX!! FIX!

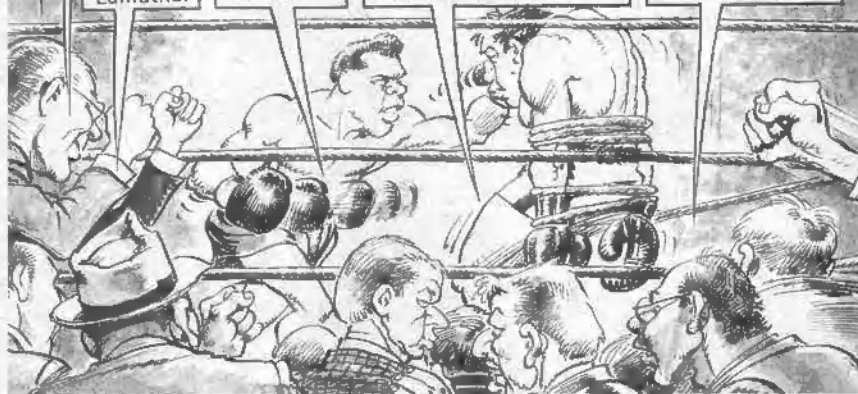
You're
a BUM,
LaMutha!

Would you
explain
something
to me...?

Sure! Just
axe me...

How is LaMutha gonna
remain the Number One
Contender by losing
this fight? Wouldn't
the guy who **BEATS**
him then become the
Number One Contender?

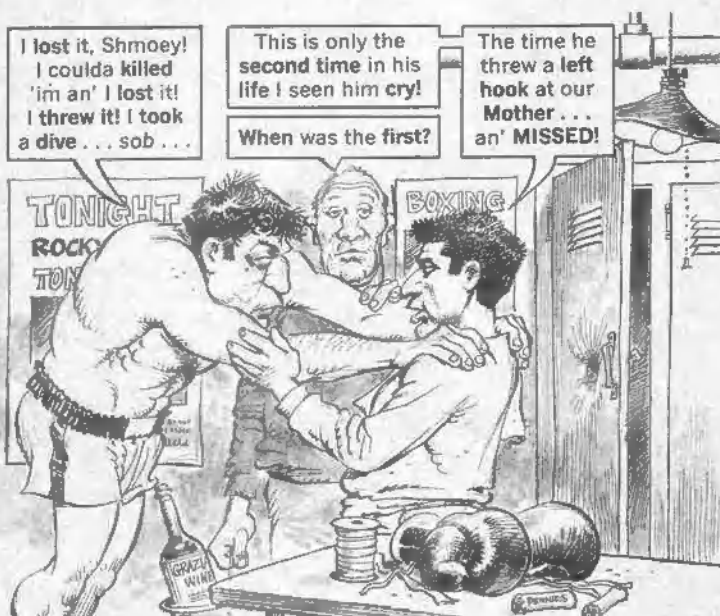
Maybe **ROBERTO**
DURAN is his
strategist!
It's obvious
you don't
understand the
Fight Game!!



I lost it, Shmoey!
I coulda killed
'im an' I lost it!
I threw it! I took
a dive... sob...

This is only the
second time in his
life I seen him cry!
When was the first?

The time he
threw a left
hook at our
Mother...
an' MISSED!



The years sure fly by fast, eh Jerk?
You finally became Champ! You got a
divorce, and you married Vixen! An'
I got married, too! Ain't everythin'
great?! What can possibly spoil it?

Off-hand, I can think
of a couple of things!
Like f'rinstance, if
your Wife ever catches
you with **THIS** broad!!



SPEAKIN'
of foolin'
aroun', do
you think
Vixen is
cheatin'
on me...?

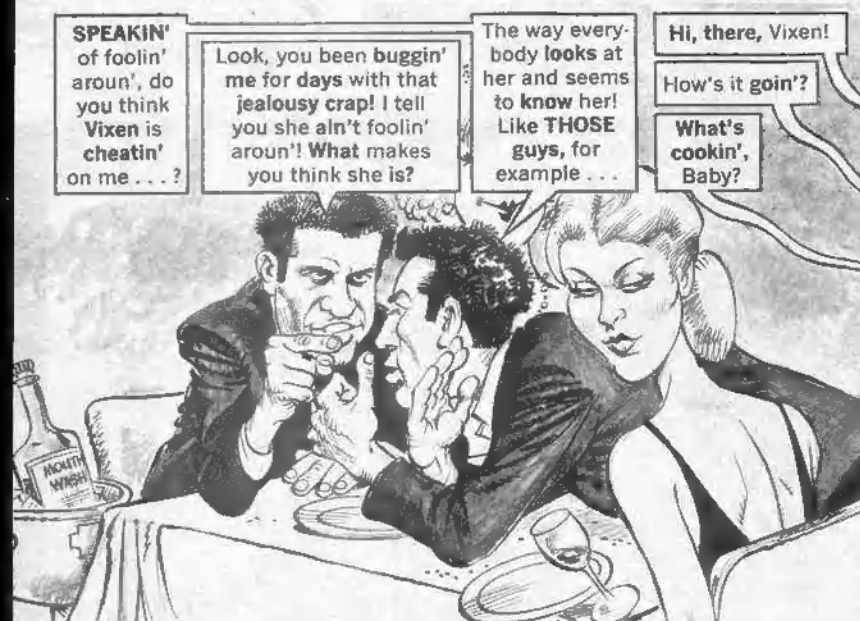
Look, you been buggin'
me for days with that
jealousy crap! I tell
you she ain't foolin'
aroun'! What makes
you think she is?

The way every-
body looks at
her and seems
to know her!
Like **THOSE**
guys, for
example...

Hi, there, Vixen!

How's it goin'?

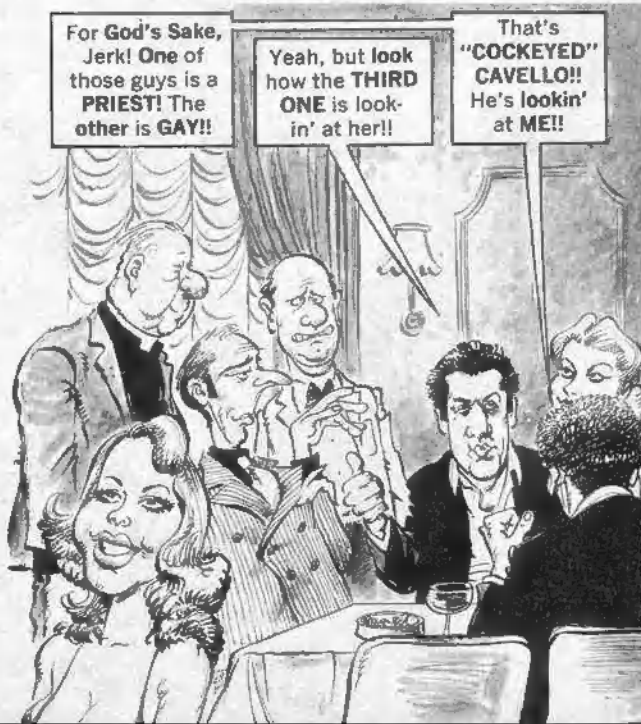
What's
cookin',
Baby?



For God's Sake,
Jerk! One of
those guys is a
PRIEST! The
other is **GAY!**

Yeah, but look
how the **THIRD**
ONE is look-
in' at her!!

That's
"**COCKEYED**"
CAVELLO!!
He's lookin'
at ME!!





I STILL think she's foolin' aroun'!! Last week, when she got back from Atlantic City, she had this **DOPEY GRIN** on her face... like she'd had plenty of **SEX**!

You friggin' idiot!! **YOU** were with her in Atlantic City!! You were on your **HONEYMOON**!

And I **NEVER TOUCHED** her!! I **TOLD** you she was foolin' aroun'!!



Okay, you dirty two-timing broad!! Where **WERE** you?! Who were you **MESSIN' AROUN'** with?!? "**HOT LIPS**" **HOROWITZ**?! "**LOVER BOY**" **LUNDIGAN**?! "**ROMEO**" **RICOTTA**?!

F'r cryin' out loud!! I jus' took out the **GARBAGE**!! I was gone a minute and a half!

You gotta stop wearin' yourself out like this, Jerk! Listen... you got a big return match with **Sugar Ray** comin' up! You gotta concentrate on that! You promise me you're gonna concentrate on nothin' but the **Sugar Ray** fight?

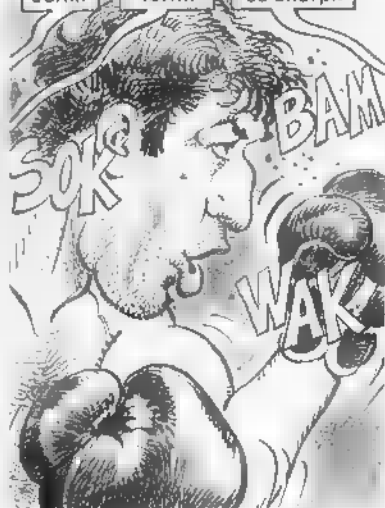
Okay... I promise...



Way to go, Jerk!!

He's in terrific form!

I never **SEEN** him so sharp!!



Now, you do that to **SUGAR RAY**, and you're a shoo-in!!

You friggin' tramp! Take that n' that! **THIS** will teach you to cheat on **ME**!

I **AIN'T** cheatin' on you, you damn fool!!

Yes you are! C'mon! Tell me **WHO** you been cheatin' with, or I'll **KILL** ya...!

Okay, you really wanna know?! I'll tell you! I been cheatin' with **Clark Gable**, **John Wayne**, **Haile Selassie**, **Pres. Truman**, and your own brother, **Shmoey**!

My God! A friggin' **ORGY**!!



You idiot!! Can't you see she's **JOKING**?!! I ain't cheatin' on you! Don't you think I got any family loyalty! I would **NEVER** cheat on my **Brother**...!!

That's **RIGHT**! I'm married to him, and I know **Shmoey** better than **ANYBODY**! He would **NEVER** cheat on his **Brother**! On his **WIFE**, maybe, but never his **Brother**!

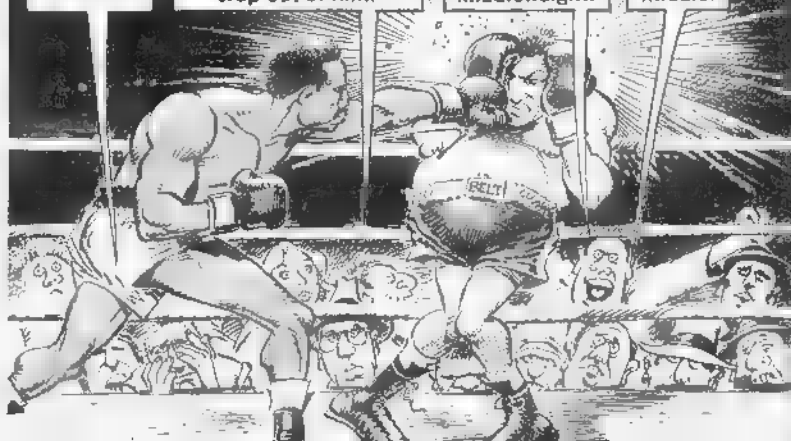


Boy, that **LaMutha** sure made a **MESS** out of his life!

Yeah! His own **Brother** walked out on him, his **Wife** hardly talks to him, and now, **Sugar Ray** is poundin' the crap out of him!

And look at the **SHAPE** he's in! You can't tell **ME** he's a **Middleweight**!

No?!? Take another look at his **middle**!



Y'know, Vixen, I think I been hit the head too many times! Here I am in a black an' white film—lookin' at home movies of us in Florida after I retire, an' they look like they're IN COLOR!!

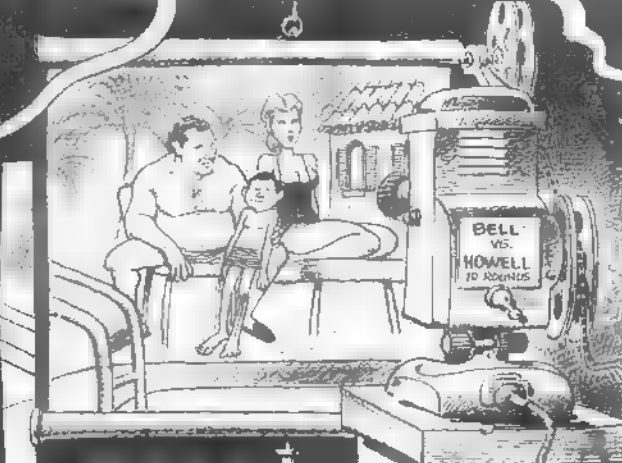
Yeah! You think THAT's strange?! How about a black and white film with a color home-movie sequence in a black an' white MAGAZINE??!

Since I retired from the ring and opened up this night club, things have been great! Plenty of booze, broads and food ... and lots of laughs!

Man, he musta put on 200 pounds!

There's a rumor he's goin' into Show Business! Is it true he's gonna do "The Odd Couple"?!?

Yeah ... he's gonna play the TITLE ROLE!



Well, folks, I hate to eat an' waddle, but Vixen's waitin' for me out in the car! We've had our problems through the years, but she's been loyal to me ... right to the end ...!

Yeah ... she stuck by him through thick an' THICKER!

Hi, Hon! Sorry I'm so late ...

It don' matter no more, Jerk! It's all over! I'm leavin' you! Forever!

Look ... I'm sorry I've accused you of cheatin' on me all these years! I was wrong!

No, you were right! I WAS cheatin'! I been seein' someone on the side all along!!

What are you talking about?!

He's everything you ain't! He's sensitive and sweet and loved and respected!

Yeccccch!

Sounds to me like you been seein' a COLLEGE PROFESSOR!



PARKING



Next to YOU, he IS a College Professor!!

Come back, Vixen! Please come back!

He's just another pug! What can HE give you I can't?

Well, for one thing: financial security!!

He's got at least FIVE MORE "Fight Pictures" in HIM!!

Hollywood's got about as much chance of making some more money on a fat creep like YOU with a sequel than they got making a sequel to "The Attack Of The Killer Tomatoes"!



A BIG HAND FOR LITTLE FEATS DEPT.

If you ever read the "Guinness Book Of World Records," you know that it lists accomplishments like "Coin Snatching," "Custard Pie Throwing" and "Smoke Ring Blowing." They even have records for "Hot Water Bottle Bursting" and "Onion Peeling," and they tell of a man who was struck by lightning 7 times. Well, all this makes entertaining reading, but it doesn't have very much to do with our everyday world. It's time, MAD feels, that we honored those achievements of the ordinary men, women and children living their ordinary lives. In other words, here are some of the marvelous accomplishments that might be recorded

IF THE GUINNESS BOOK OF WORLD RECORDS DEALT WITH EVERYDAY LIFE

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

THE GREATEST CONSECUTIVE NUMBER OF BLIND DATES

is 33, experienced
by Melvin Sturving
■ Denver, Colorado.
Of the 33, the most
disastrous one was
the last one, which
led to his marriage.



THE LONGEST TEMPER TANTRUM

was thrown by Billy Winkler,
7, of Kansas City, Kansas,
after being refused a third
Twinkie by his mother, July
1, 1979. Billy screamed and
beat his fists on his Teddy
Bear for 8 hours, 4 minutes,
breaking the old mark set by
Arnie Gink, of Bangor, Maine,
who cried and stomped for 7
hours, 27 minutes, after not
being allowed to see "Star
Wars" for the fortieth time.



THE MOST PIECES OF JUNK MAIL RECEIVED IN 1 WEEK

is 903
... by
Morton
Occupant
of Des
Moines,
Iowa.



THE MOST DELICIOUS MEAL EATEN ON A DOMESTIC AIRLINE

was enjoyed by Frank Argly
on a United Airlines flight
from New York City ■ Los
Angeles, July 12, 1977. The
food was prepared by Argly's
wife, Wanda, and carried on
board by him in a paper bag.
Argly, incidentally, is the
holder of the record for The
Only Delicious Meal Eaten On
A Domestic Airline, as well.



THE WORST TASTE IN CLOTHING

was exhibited by Elmo Murdly, of Buffalo, New York, in June, 1976. Murdly wore a used 1958 orange and blue warm-up jacket, plaid pants in clashing shades of purple and red, and saddle shoes to his school graduation, his Mother's funeral, ■■ own wedding, and the local Burger King. Naturally, ■■ was barred from entering on each occasion.



THE MOST EXPENSIVE SIX-BLOCK TAXI RIDE

was taken by Zynam Lupescu, a Rumanian tourist, while visiting New York City. Mr. Lupescu hailed a cab on E. 33rd Street and got out on E. 39th Street 11 hours and 50 minutes later, after being driven all through Brooklyn, the Bronx and parts of Staten Island. Mr. Lupescu paid the meter fare of \$171.10 ... after which ■■ was roundly cursed out by the angry taxi driver for tipping a lousy \$15.



THE LONGEST WAIT FOR A DATE

■ 5 hours, 14 minutes, endured by Cecil Terhune of Birmingham, Alabama. ■■ August 3rd, 1970, Terhune came ■■ pick up Betty Sue Fingus, then waited ■■ his Corvair while she changed outfits seven times, experimented with four hair styles, replaced her false eyelashes, manicured her nails, tried five different shades of lipstick, and shaved her legs before she showed up. The evening was spent bowling.



THE MOST SHORT-LIVED ROCK GROUP

was "The Smelling Salts," made ■■ ■■ three guitar players and a drummer in East Lansing, Michigan. The group was organized ■■ 11:34 P.M., October 3rd, 1974, and disbanded 5 minutes later after two members were arrested on drug charges, and a third named in a paternity suit.



THE MOST TELEPHONE RINGS DURING 1 CALL

occurred February ■ 1978, when Jasper Wheelock of Austin, Texas, woke up with a 105° fever, and phoned his Doctor. After exactly 278 rings, the call was finally picked up ... by the Doctor's Answering Service.



THE GREATEST GENERATION GAP

was experienced by Walter Crunlick, 47, and his son Mark, 17, in 1969. During a 172-day period, the two disagreed violently about 274 political, economic, social, moral, religious and environmental issues. The one issue they agreed on—Korean Fishing Rights—they refused ■■ discuss.



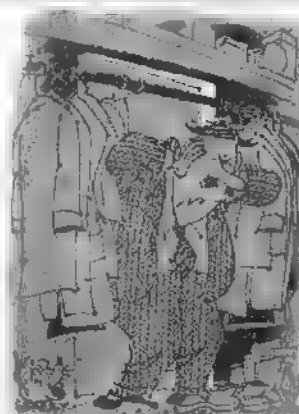
THE LARGEST CONSECUTIVE NUMBER OF OUT-OF-FOCUS VACATION SLIDES

is 97, shown to a group of neighbors by Ben and Harriet Zweibach ■■ San Jose, California, following their 2-week trip ■■ Ogden, Utah. Of the ■■ slides, ■■ were shown upside-down.



THE LEAST SUCCESSFUL HAIRPIECE

was worn by Byron Emberton, of Fort Smith, Arkansas, who, during a six-hour period on March 10th, 1976, was mocked, laughed at, snickered over, and humiliated by 27 people, including his wife, their 6 children, the UPS delivery man, and their family parrot. Emberton exchanged his hair piece for another ... shortly thereafter setting the record for "The Second Least Successful Hairpiece."



THE MOST MONEY SPENT ON A WOMAN WITHOUT MAKING OUT

is \$55,897.45, by Preston Urquahr of Baltimore, Maryland, during his crush on Evangeline Steegbarrow. The couple dated 113 times, during which they'd held hands twice . . . both times gloved. Although Miss Steegbarrow was fond of Preston, she'd just never felt right about "starting a relationship."



THE BEST-FAKED HIGH SCHOOL EXAM

was a 7-page essay on the War of 1812, written in class by Milton Rubischer, 17, of Miami, Florida, on October 22, 1961. Milton received ■ A+, despite his not having the slightest idea of what the war was ■ about. His success inspired him ■ enter into Politics after graduation.



THE MOST CANS OF BEER DRUNK WITHOUT GOING TO THE JOHN

is 17, by Rufus Mulvaney while watching a crucial ballgame in a tavern in St. Paul, Minnesota, on October 2nd, 1972. After finishing off the 17th can, Mulvaney raced ■ the John, and came with- In 3 paces of making it.



THE LONGEST AMOUNT OF TIME SPENT IN A RESTAURANT WITHOUT SEEING ONE'S WAITER

is 2 hours, 11 minutes, by Darlene and Henry Undershot ■ the Blue Gull Bar And Grill in Lincoln, Nebraska. When the waiter finally ■ show up, he calmly informed the couple that they were too late for "The \$6.95 Early Bird Special Dinner."



THE MOST HOURS SPENT IN PSYCHI- ATRIC THERAPY WITHOUT PROGRESS

is 1,178, by George Quillcross of Joplin, Missouri. Of these, 1,161 were spent analyzing, with no success, a dream in which Quillcross was totally encased ■ agiant marshmallow.



THE WORST COMPUTER FOUL-UP

occurred on November 30th in 1977, when Elvira Fosdick, 91, of Sun City, Arizona, was delivered seven thousand copies of "Gay Sex Magazine." Mrs. Fosdick was prepared to complain ■ the Post Office when she discovered that her husband, Sid, 94, enjoyed reading them.



THE LONGEST WAIT FOR A BUS IN MILD WEATHER

is 5 hours, ■ minutes, endured by M. Fenton Tendrill, of Cincinnati, Ohio, on August 22, 1978. Tendrill waited at a designated bus-stop ■ sixteen No. 3 buses, none of them more than half-filled, passed him by. ■ desperation, Tendrill then lay down in the path of the seven-teenth bus . . . which ran him over.

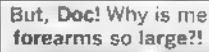
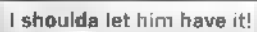


THE MOST OBSCENE CALLS

is 2,378, received by Francine P. Furdolino, ■ Austin, Texas. Of these calls, 127 developed into serious relationships.



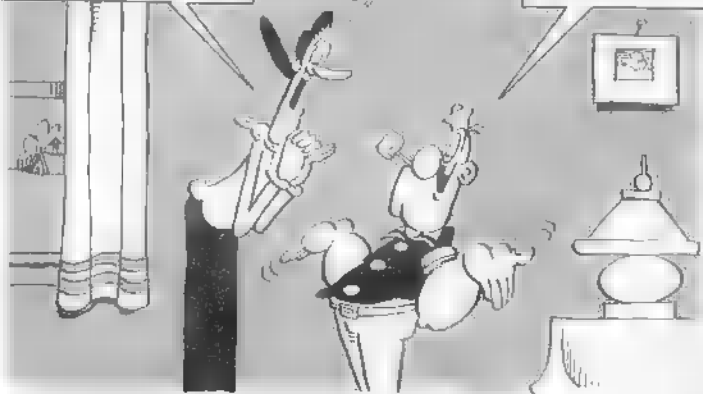
DON MARTIN



LOOKS AT POPEYE

Popeye, do you love me
... or am I too skinny?

Of corpse I loves
ya, Olives ...!



I got your pi'tcher tattooed
on me arm, don' I?!

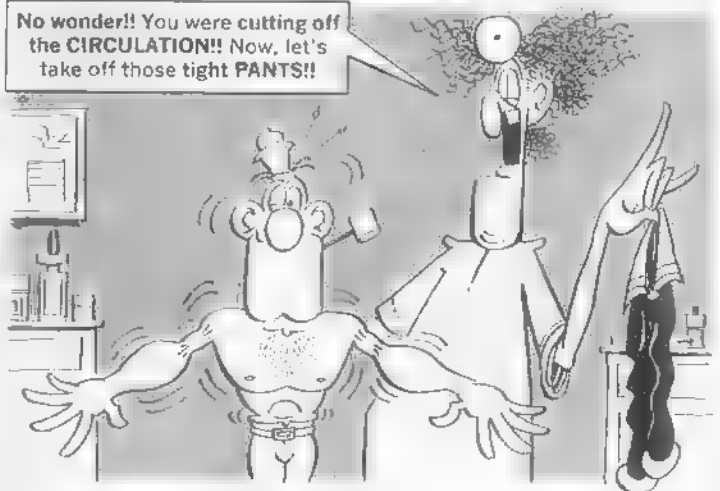


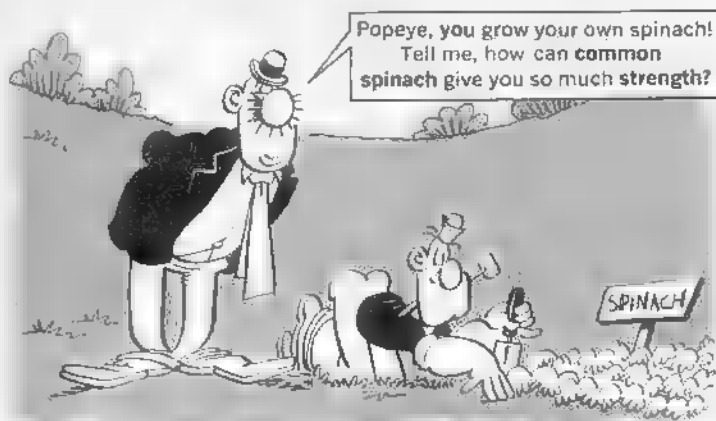
Dang shirt is too tight!

Ugh!



No wonder!! You were cutting off
the CIRCULATION!! Now, let's
take off those tight PANTS!!

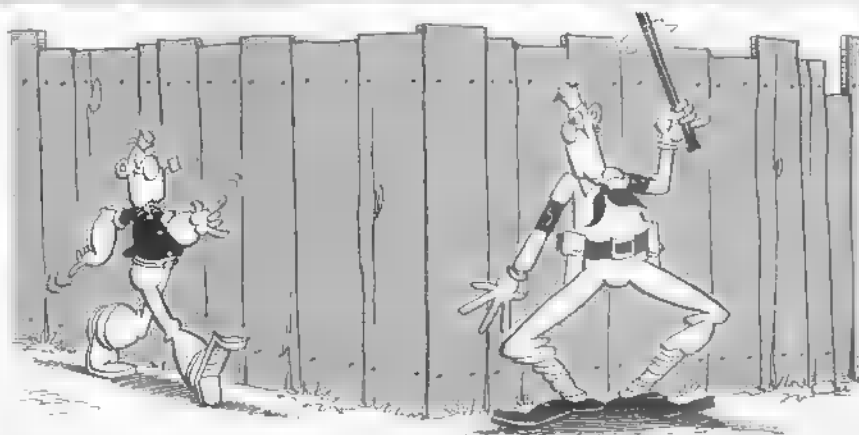




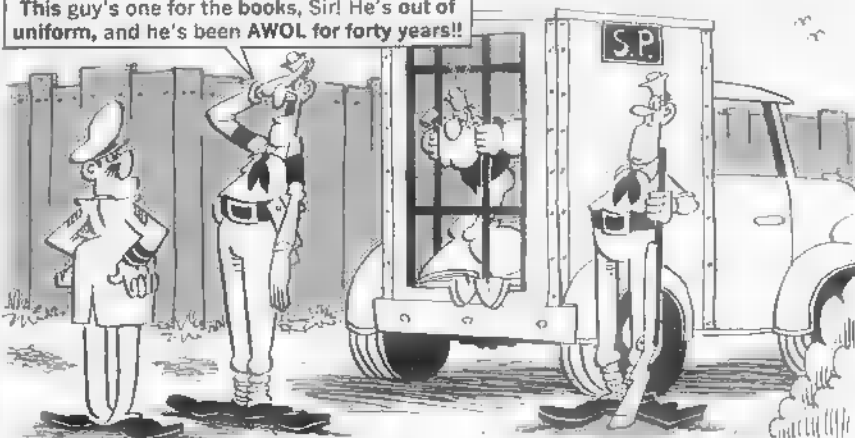
Listen, Runt! I'm takin' your goil friend, an' we're gettin' hitched!!

Oh-oh!! Popeye is getting out his can of spinach! NOW, you're in for it!!

Arf!
Arf!



This guy's one for the books, Sir! He's out of uniform, and he's been AWOL for forty years!!



Gulp!! Oh, dear! I swallowed a grape with the pit in it!!

Dat could be dangerisk! I'll take you to the Dockiter!!

Congratulations! I hope it's a boy!!



CRIME IN THE STREETS



BERG's-EYE VIEW DEPT.

THE LIGHTS

SPORTS



THE ENERGY CRISIS



When our Clothes Dryer broke down, my Husband suddenly became a "conservationist"! So he had a Solar Energy System installed to dry our clothes!

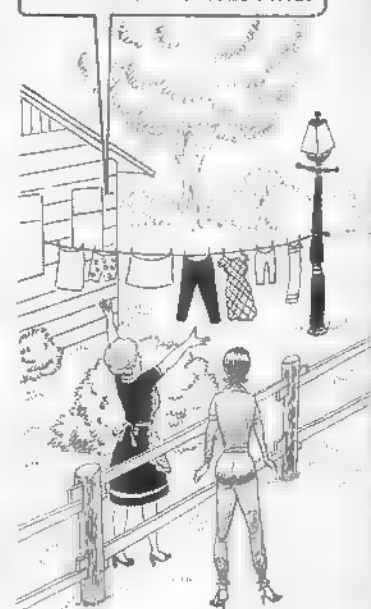
It saves on electricity ... and it works very efficiently!

No kidding?! Gee, it must have cost him a small fortune!

Not really! He only laid out \$5.98!

What sort of Solar Energy Device can you get for \$5.98?!

A 30-foot length of ROPE, and a dozen CLOTHES PINS!



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

KIDS

NUTS ...!

PHOOEY ...!

YECCCH!

Aw, c'mon, guys ...!

I thought we weren't gonna talk about school!



MEDICAL GADGETS

They have hearing aids that fit into your ear so no one knows you've got one on! So why are you wearing that old-fashioned type with the wire hanging down ... ?

I can't afford the new kind! But this one works very well ... even though it's broken! This one makes me hear better!!

That's ridiculous!! How can you hear better with an old-fashioned, broken hearing aid ... ???

Because when people see it, they do what you're doing now!!

They talk louder!!

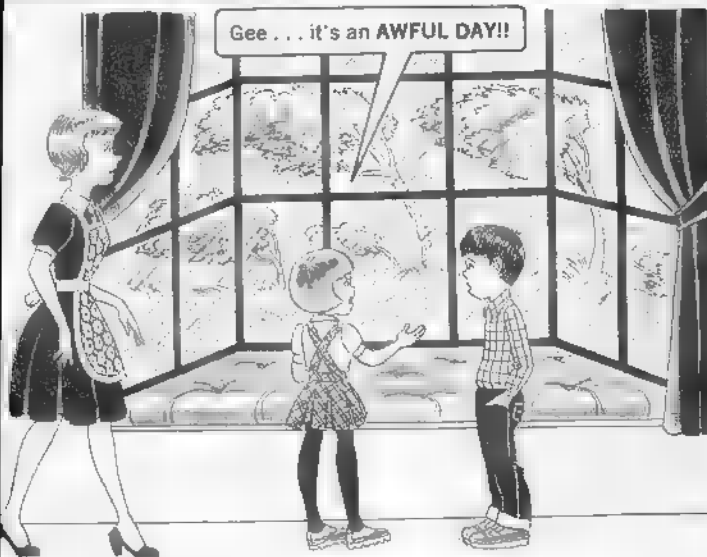


THE WEATHER

Gee ... it's an AWFUL DAY!!

Sorry, kids, but I can't send you out in weather like this! You're NOT going to SCHOOL today!

See how WRONG you were?! It's a BEAUTIFUL day!!



CRIME IN THE HOME

Quick, Harold ... call the Police! There's a CROOK trying to rob us!

What makes you say that?!

I HEAR him ... walking around on the ROOF!

Oh, that's just Al, the TV Repair Man! He's fixing our antenna!

Him again!! And how much did he estimate THIS job is going to cost us?

About 70 or 80 bucks!

Like I said ... there's a CROOK on the roof!!



THE FAMILY

Is **THAT** what she wants to marry?! He's got no manners, he's got no taste, and his politics are all screwed up!

He's a born loser, and he'll never amount to anything!!

I've heard all this before!!

Yeah? Who else agrees with me?

That's what **MY** Father said about **YOU**!!

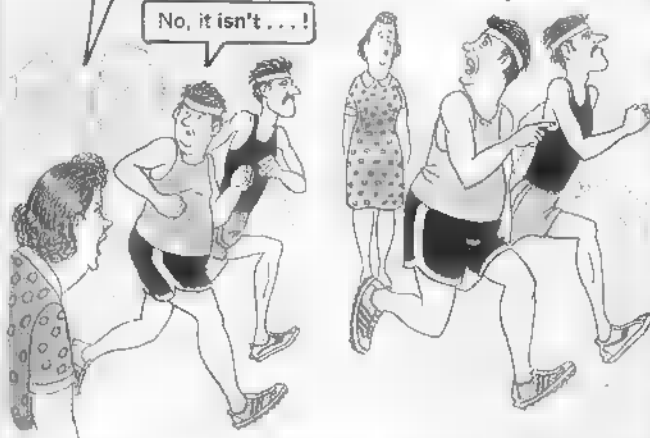


JOGGING

Really, Bernard! Is it **SAFE** to start jogging at your weight and age?

No, it isn't . . . !

That's why I'm running with **MY DOCTOR**!!



THE ECONOMY

With the price of food so high these days, I find it's cheaper to **EAT OUT**!

Are you kidding?! Where can you eat out cheap?

At my Mother's . . . !!



HOUSE PLANTS

Hello, my little darlings! How are you today? Your Mommy has a nice cool drinkypoo for each of you!

Boy, you have to be pretty stupid to talk to a plant

BAM **OUCH!!**

YOU DIRTY LOUSY SON OF A BEACH FLOTSAM! YOU GODDAMN HUNK OF CRUDDY GREEN GARBAGE!

Hey, **STUPID!!** Look who's **TALKING!!**



HEALTH



You might have a little fever! Better let me take your temperature!

Hell, NO!!

You are the world's worst patient! Every time you get sick, you drive me up the wall! You exasperate me ... and make me lose my temper! Well, I've had it with you!

Here ... ! Take the damn thermometer ...

... and you know what you can do with it!!



TOYS

I'd like a toy for my four-year-old Son!

I've got just the thing! But it comes knocked down! Your Husband will have to ASSEMBLE it!

I'm afraid my Husband isn't mechanically inclined!

Oh? Let's see what ELSE I've got!

Don't bother! I'll take it!

But YOU said your Husband isn't mechanically inclined!

The KID IS!!



FURNITURE

If you don't mind, we'd like to TEST the chair first!

Go right ahead!

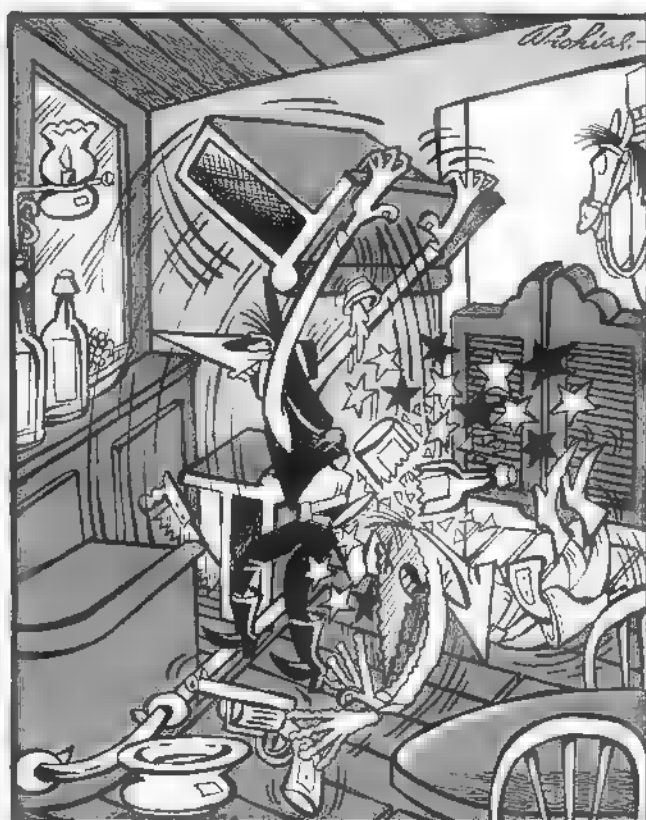
Okay, we'll take it!

Very good, Sir! But, may I ask why you went through all those contortions?

It's for our TEEN-AGE SON'S room!!



SPY VS SPY



If you've ever tried to keep track of what's happening in the Middle East, you know how confusing it all is. To remedy this, MAD now puts the whole sorry mess in perspective. Simply fill in the numbered blanks from the corresponding numbered lists, and you'll have . . .

MAD'S

ALL-INCLUSIVE DO-IT-YOURSELF

MID-EAST CRISIS NEWSPAPER STORY

Shouting _____ ① _____ and equipped with
_____ ② _____, _____ ③ _____ today
_____ ④ _____ _____ ⑤ _____. The
outbreak, which follows _____ ⑥ _____
_____ ⑦ _____, could _____ ⑧ _____
_____ ⑨ _____ and affect
_____ ⑩ _____. Diplomats
blame the crisis on _____ ⑪ _____ and
fear it may lead to _____ ⑫ _____.



1
anti-American slogans
"Death to Iraq!"
"Down with Israel!"
"Bagdad is for lovers!"
"The Shah lives!"
"Go Philistines!"
"Buy Shell Unleaded!"
"Sinbad sucks!"
"This Bud's for you!"
"Polynesians, go home!"
"Free the Sahara 7!"
"Ten-four, good buddy!"

5
Teheran
Syria
the Persian Gulf
the Cairo Hilton
a Sinai singles bar
Libyan massage parlors
an embassy you never heard of
Omar Sharif's boyhood home
a Mecca homecoming game
Moshe Dayan's aquarium
Abdul's Body Shop
the tomb of the unknown beggar

■
the West Bank
the Gaza Strip
Damascus trailer courts
the Sabu Memorial
Mesopotamian thrift-shops
■ Tel Aviv Burger King
the '84 Olympics
Montana
drive-in mosques
the British Empire
hamster colonies
Carthage

2

Russian weapons
U.S. Phantom jets
rented camels
nuclear flying carpets
cherry-flavored hashish
traveling harems
itchy burnouses
Gucci water-bags
no deodorants
the Black & Decker Workmate
highly trained Muppets
angry fieldmice

3

Iranian mobs
Iraqi fanatics
Syrian troops
Lebanese upholsterers
George Plimpton
a "That's Incredible" crew
Crosby, Stills & Nash
eskimo mercenaries
Vanessa Redgrave fans
gold chain snatchers
the road company of "Annie"
Afrika Korps deserters

4

rampaged through
invaded
bombed
hustled tourists in
swapped Yemen jokes in
played "Space Invaders" in
relived teenage memories in
searched in vain for
stocked up on Tupperware in
worked on their backhand in
found the meaning of love in
went 3 for 4 in

6

the attack on
the hijacking of
the stoning of
Paul Lynde's impression of
those hushed-up rumors about
the cloning of
a CBS documentary on
the Ayatollah's hatred of
Medicare payments for
Billy Carter's deal with
the decline and fall of
the toilet-training of

7

the Golan Heights
King Hussein's tailor
smelly bedouins
an El Al baggage clerk
Yasir Arafat's hernia
Abdul Abulbul Amir
Mr. Goodwrench
singing terrorists
Menachem Begin's nephew
Nasser's ghost
giant ants
the Mormon Tabernacle Choir

■

threaten
wipe out
partition
legalize croquet in
give a bad name to
ban dwarfs from
freeze the assets of
introduce Szechuan cooking to
computerize
bring back Peter O'Toole to
rustproof
remove squatters from

10

Mid-East stability
world trade
the hockey season
Sadat's fight with baldness
the Gulfstream
Billy Martin's future
mixed marriages
the rising cost of sand
Nixon's comeback
Bjorn Borg's nightclub career
phone-calls to Grandma
the outcome of the Crusades

11

Arab nationalism
Soviet meddling
P.L.O. groupies
polyester tunics
a Buddy Hackett prophesy
whacked-out sheiks
a low-fibre diet
cheap Taiwan imports
Al Pacino's performance
Dodger fielding
smoking
the lack of good Pharoahs

12

further aggression
World Wars III and IV
boring U.N. debates
a Holmes-Ali rematch
white slavery
a hotel on Park Place
an I.R.S. audit
another Bob Hope special
a trade with San Diego
■ Bob Guccione lawsuit
the return of wide ties
life on Saturn

HERE IS A TYPICAL JUNIOR HIGH SCHOOL GUESS WHO'S GOING TO



Guess who's going to be "Male Vocalist Of The Year"!

Guess who's going to work for Chuck Barris!

Guess who's going to be making a million a year before he's 22!

Guess who's going to fight for feminine equality and a woman's right to be a woman!

Guess who's going to be a "Nielsen Viewer" and determine America's televieing habits!

Guess who's going to be a Night Watchman at the bank where you'll be keeping your money!

Guess who's the girl everyone will want to marry!

Guess who you're going to wind up with!



GRADUATING CLASS. SEE IF YOU CAN... GROW UP TO BE WHAT?



Guess who's going to work for the Post Officel	Guess who's going to be a mechanic on a DC-10!	Guess who's going to be a hooker working out of an off-limits bar near a Navy base!	Guess who's going to be a TV Weather person!	Guess who's going to be an airline pilot!	Guess who's going to be a CIA Agent!	Guess who's going to run ■ health farm!	Guess who's going to be a taxi cab driver!*	Guess who's going ■ be- come ■ waiter!
---	---	--	---	--	---	--	--	---

WRITER: LARRY SIEGEL

*HE HASN'T SHOWN UP FOR THIS PICTURE
YET BECAUSE HE TOOK A ROUNDABOUT WAY
THROUGH THE GYMNASIUM TO GET HERE!

WHO ARE YOU G

ARTIST: ANGELO TORRES

Politicians who lie, cheat, steal, live ■ up at taxpayers' expense and are indifferent to the needs of the people ...



OR

... the indifferent Public whose apathy on Election Day keeps putting the same incompetent clods back ■ office.



The Umpires who occasionally blow some close decisions ...



OR

... the Team Managers who screw up scoring opportunities with bad decisions, and the Players who make easy errors.



Football Coaches who illegally recruit star athletes ...



OR

... College Presidents and Alumni who demand winning teams.



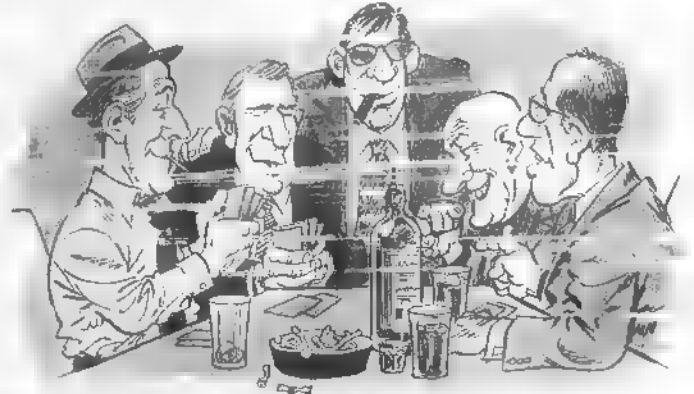
ONNA BLAME...?

WRITER: LOU SILVERSTONE

Big City Banks that refuse to bail out bankrupt cities ...

OR

... City Governments that have driven the middle class and many industries away with their corrupt practices, their political patronage and their ridiculous unrealistic taxes.



Advertising Agencies who continue to publicize cigarette smoking as the "cool". . . "manly". . . "in" thing to do . . .

OR

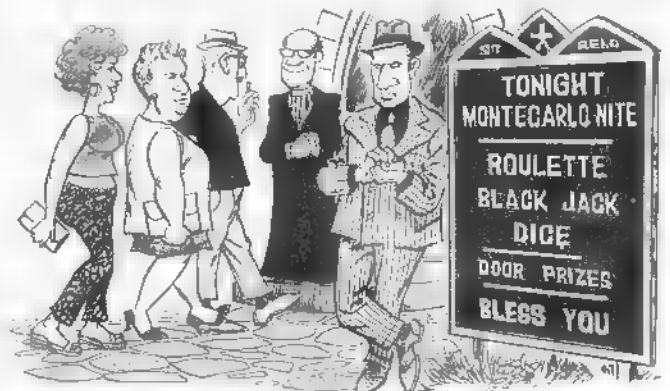
... the Morons who keep puffing away despite all the clear and irrefutable evidence that cigarette smoking can kill.



Young People who drop out of Churches or Temples ...

OR

... our so-called Religious Leaders who resort to raising funds by running Bingo Games ... or holding Gambling nights (usually operated by Gangsters) in our Houses of Worship.

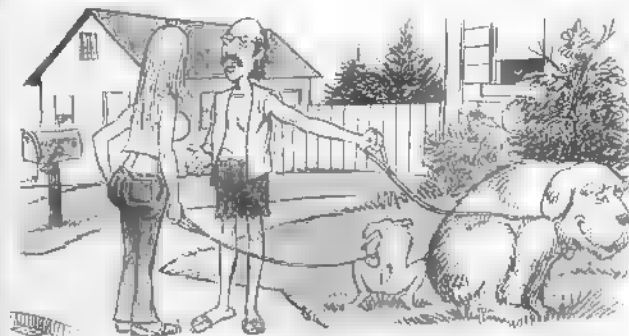


Dogs who make your sidewalk or lawn their personal John ...



OR

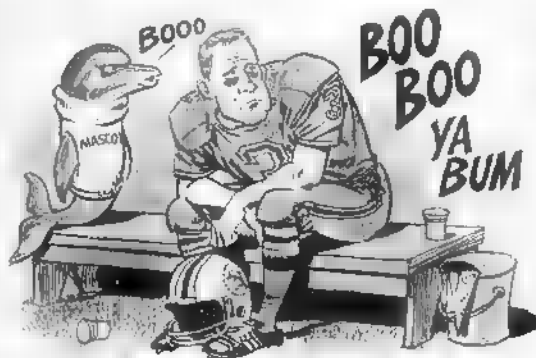
... stupid, lazy Dog-Owners who don't care where their mutts "do", as long as it's on somebody else's property.



The All-American Heisman Trophy-winner who bombs out his first year in Pro Ball ...

OR

... the PR Guys and the Sportswriters and the Sportscasters and the Magazines and Newspapers who gave him that "big build-up."



The Executives at the TV Networks who dream up all those ridiculous, moronic shows ...

OR

... the Schmucks who sit glued to their TV sets no matter what's on.



Manufacturers who produce ecology-destroying products like plastic containers and throw-away bottles and spray cans ...

OR

... self-indulgent Consumers who keep on buying them.



ROCK OF AGES DEPT.

To the average teenager, Classical Music can be defined as "anything to the right of Meatloaf and The Dooby Brothers." There's an important reason why this art form is so foreign to them. Teenagers *don't* know what Classical Music *is*! And adults who *do* know don't know how to *sell* it to them! What's needed here is some good modern "hype"! You know, the kind that Rock gets in those Pop Music Fan Magazines! For example, here's one way of doing it:



CLASSICAL BEAT

**FAB
FEB
ISSUE**

\$1.25

400 pfennigs in
GERMANY
(pfree pfor
senior citizens
over pfifty)

The Music Fan Mag For Teenage Longhairs

HANSEL UND GRETEL
COMPOSER ENGELBERT
HUMPERDINCK SCREAMS:
"I'll Sue The Hell Outta
That Creep Singer Who
Stole My Name!"

"LITTLE RICHARD"
WAGNER:
"I was only following
orders. They MADE
me write that
Nazi Music!"

CRISIS TIME
FOR THE BEE & GEES
(BACH, GRIEG, AND GLUCK)
Hitsville? ... Splitsville?



PLUS: RACHMANINOFF TAKES IT OFF IN A SEXY CENTERFOLD



BLONDIE MEETS THE FRANZ

The Real Reason Franz Schubert Never Finished That Symphony

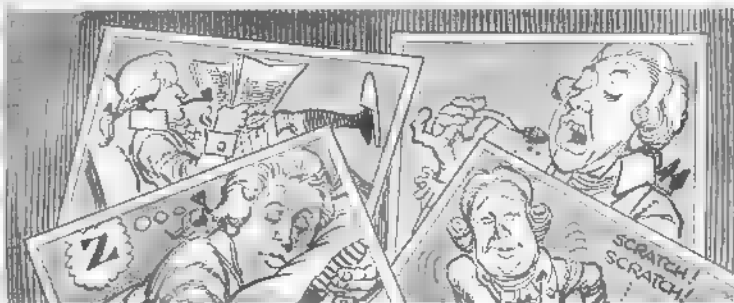
JOEY BRAHMS:
WHY TEENY-BOPPERS ARE
ROCKING TO HIS NEW LULLABY

EXTRA SPECIAL
CONTEST BONUS:
Win A Fabulous Date
With Kissable
Jan Paderewski!

WOLFMAN REMEMBERED!!

The angels may have taken The King of Concertos from us, but Wolfman Mozart will always live in our hearts. And here are some fantastic mementoes to help keep his fabulous memory alive. Buy 'em, save 'em, trade 'em, hang 'em on the wall, glue 'em to your shorts. The King is Dead! LONG LIVE THE KING! (for \$125, plus \$9 postage)

Special! Full Color! Wolfman Art Display



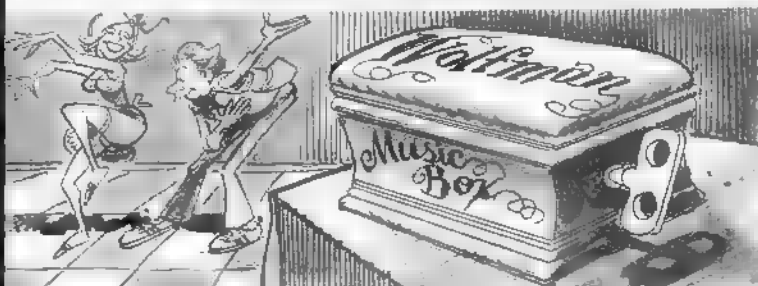
Terrific shots of Wolfman in concert, Wolfman at home, Wolfman sleeping, Wolfman eating, Wolfman scratching himself in two exciting places (and we don't mean Paris, France or Vienna, Austria).

Fabulous Wolfman Mozart Doll



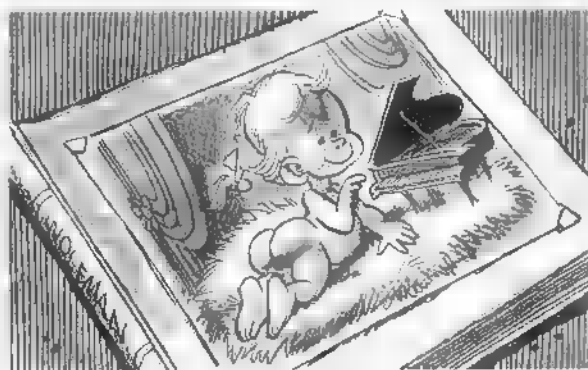
This doll is so real, so life-like, it's like having Wolfman in your own home. It talks, it cries, it wets, it plays 14 musical instruments, and it realistically drops dead at the age of thirty-five!

Wolfman Musical Faves



A fantastic long-playing music box with all the old bouncy, jumpy, unforgettable Wolfman tunes that you hummed to, whistled to, danced to, and fell in love to, like "Concerto for Two Claviers", "La Clemenza di Tito", and "Eine Kleine Nachtmusik"

Wolfman Childhood Memories



Get this exciting book and learn things about Wolfman's childhood you never knew: his first piano lesson at two months, his first symphony at eight months, his first trip to the Vienna Opera House at 13 months, his first trip to the potty at 15 months, and much much more . . .

A Timely Tribute to Wolfman



The only original Wolfman Mozart wrist sundial personally autographed by The King. The Wolfman Mozart Wrist Sun Dial is guaranteed waterproof.

(This offer not good in oceans, lakes and rivers where the sun doesn't shine underwater)

WOLFMAN REMEMBERED

c/o CLASSICAL BEAT MAGAZINE

Yes, I want to fill my heart with Wolfman and fill your pockets with cash. Enclosed is \$125 plus \$9 for handling and postage. Send me everything. I am also interested in learning about other dead musical faves that you may be planning to market soon!

NAME

ADDRESS

OTHER FAVORITE DEAD MUSICAL HEROES

LIVE ONES YOU'D LIKE US TO ARRANGE TO HAVE KILLED

LOU BEETHOVEN TELLS IT LIKE IT IS

An Outspoken Interview
With A 1780's Superstar

by Sax Reed

He's got brown wavy hair that seems to say, "Please run your fingers through me." He's got sexy legs that won't quit on you, and a pair of burning baby blue eyes that could drop a shotzie at 100 paces and leave her gasping for breath. He's tall, dreamy, and talented, and his tunes are going into orbit on all the charts. He's Lou Beethoven, of course, and we broke bread and chatted the other day at Ratskeller 54, the In Spot along Berlin's Great White Way.

We started out by asking him to what he owed his fabulous success. "Hard work, talent, and naturally my terrific agent, Bernie, at Wilhelm Morris," said Lou. "But bottom line, it's luck. You have to anticipate the kind of noise that's going to turn the public on, and then sock it to 'em."

"The way Jojo Bach did years ago with his funky concertos?" we asked.

He nodded. "But the times they are a-changing. The kids don't dig hard Bach anymore. They're into softer melodies now, and mostly they're listening to the words."

Then he hit us with the bombshell. He's putting lyrics to all his great instrumentals. And pretty soon the high school prom set will not only be dancing to his bouncy 5th Symphony and Violin Concerto in D, but also singing along.

"Look for some dynamite lyrics coming up for my Eroica Symphony," he announced, referring to his recent musical tribute to his buddy Napoleon Bonaparte.

"What are you planning to call it?" we asked.



"I'm toying with 'Short People,'" he said. "But nothing's definite yet."

As for his personal life, well, still no wedding bells, but dismiss all those nasty rumors. Lou is as straight as a baton. Proof? Check out that blonde groupie who was in his dressing room at the Stuttgart Symphony Hall the other night.

Recalling the incident he winked and said, smiling naughtily, "You should have seen my Second and Third Movements."

And what about those snide stories around town about Lou's hearing going bad? We hit him with the \$64,000 question: "Lou, what about your hearing?"

"Do I really have to dignify that ridiculous question with an answer?" he asked impatiently. Then he sighed and went on, "Oh very well, I like it with pickled onions and pumpernickel."

This puzzled us a bit. "Your hearing, Lou?" we said. Then we raised our voice, "We asked you about your *hearing*."

"Oh hearing?" he said, starting to chuckle. "I thought you said *herring*" . . .

LONGHAIR DANDRUFF



Random Fallout Along The Classical Beat by Sammy Quaver



"Murray the R" Ravel

The In Crowd is buzzing about ivory-tickler Freddy Chopin. His "Minute Waltz" may be tops on the charts, but they say his gigs in bed are the pits. "He should change his theme song to 'The Thirty-Second Waltz,'" says his old lady, "Gorgeous George" Sand. Meowwww!... Looks like Big Daddy Haydn (his Cello Concerto in D Major is still going through the roof in all the trade polls) is making other headlines nowadays. Our spies tell us that Big D was just busted and is cooling his heels in the slammer for trying to smuggle in snuff to Vienna... Wondering whatever happened to ace composer "Murray The R" Ravel? Seems he's got writer's block. His latest tune has nothing but the same notes played

over and over and over again. He calls it "The Bolero." We call it Dullsville... And still more trouble in Longhair Alley. It looks like melody wiz Lou Beethoven (remember his humm-able "Missa Solemnis?") is hitting the schnapps again. When they talk about Beethoven's 5th nowadays, we're afraid it's the booze, not the symphony. Friends worry about his drinking... Yock Of The Week: Schloque Offenbach

(he created the kinky "Can-Can" dance) propositioned ■ married can-can dancer the other night, who gave him this howlariouss reply, "Can't-Can't!"... Getting back to Lou Beethoven again, we're told his latest project is an oratorio for 400 voices—in sign language. His friends are really worried about his hearing... This colyums suggestion for a great way for the French Army to get Prussian prisoners of war to talk: Expose 'em for three straight hours to the (ugh) Bolero!... Remember the torrid duet violinist Fritzie Kreisler was doing with a red-headed beerhall shatzie from Hamburg? Well, forget it, folks! It seems that Fritzie



Fritzie Kreisler

is now playing second fiddle to ■ cellist jock from Bremerhaven Tech... Dip your quill in sunshine and write a cheer-up letter to shut-in tunesmith Jojo Bach, who's under the weather with some typical 18th Century ailments now going around: sore throat, upset stomach, flu, and a touch of the Black Death. Get well soon,



Flip Mendelssohn

Jojo... Just caught "Murray The R's" Bolero again. It is BORRRRRRRRRING!!! Jewish composer Flip Mendelssohn (people are still whistling his catchy "Elijah" oratorio) and his family have decided that they would rather switch than fight. So they've converted to the Protestant faith. That's funny, they don't LOOK Lutheran... Congrats to "Murray The R" Ravel. His fabulous "Bolero" is number One on the charts. Hitsville all the way. Remember, you heard it here first!

YOU SHOULD ASK

Got a question about your favorite star? Chances are we've got the answer. If we don't, we'll check it out for you. If we still don't find the answer, we'll make one up. And what's more you'll never know the difference, and considering the way we control their lives, neither will the stars. So get ready, aim and fire away!

QUESTION: I hear that composer Joey Strauss is a fabulous surfer, and he and his board are inseparable. How did he ever find the time to write that fantastic waltz?

ANSWER: He was hanging around the blue Danube one year waiting for a wave, and the rest is history.

QUESTION: I really groove on "The Franz" Schubert. Tell me a little bit about his personal life since he wrote "The Unfinished Symphony."

ANSWER: He recently rented part of a pad in Vienna and filled it with unfinished furniture, half of which he painted. He's in generally good health, although because of a Vitamin B1 deficiency once, he had a mild case of beri. He spends a lot of his spare time writing to his cousin Gustave, who lives in Walla, Washington. And he also has an uncle who, unfortunately, is doing a stretch in Sing Sing Prison, in Upstate New York.

QUESTION: I recently attended a fabulous outdoor concert in Salzburg and heard the most incredible rendition of "The Flight of the Bumble Bee" ever. It was so real you could actually hear the bee buzzing. Could you tell me who the guest artist was?

ANSWER: Dmitri Shostakovitch. And that wasn't "The Flight of the Bumble Bee" he played. It was "The Hungarian Rhapsody." The next time you shave check your face to see if you have a sting lump up your nose.

QUESTION: I heard that a sneak thief tried to rob the Bolshoi Ballet last week, and ballet dancer Boris Vorishlov, still wearing his tights and tutu, attacked him with a ballerina's purse and killed him. How could that be?

ANSWER: We just got a coroner's report. Actually he died laughing.

QUESTION: Composer "Jocko" Rossini really turns me on. Has the fact that his "William Tell Overture" is so popular in America lately had any effect at all on his life style?

ANSWER: None that we know of. We tried to speak to him personally about this, but we're told he's busy these days riding up and down the Seven Hills of Rome with a faithful Indian companion.

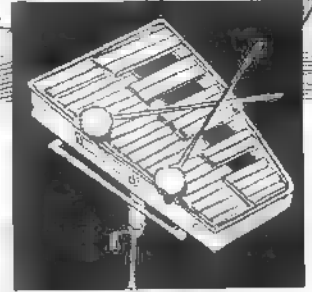


Do The Frauleins Avoid You Like The Plague?

Sick of the chicks saying "Nix?" When you call for a date, ■ your shatzie out playing potsie? It could be your glockenspiel. Get with Gluck and change your luck. Turn 'em on to that Now Sound with a dynamite Gluck Glockenspiel, and watch how they all get very naughty when you pound out tunes from the Top Forty!

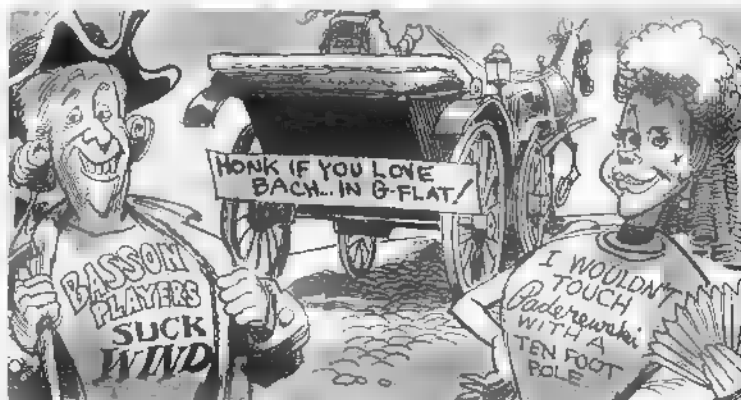


Available at all fine music stores
and at the
GLOCKENSPEILERAMA,
in the Leipzig Shopping Mall
take Exit 14 off Oxtail 66.



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Panic the classical music crowd with our hilarious bumper stickers and monogrammed T-shirts. Wear 'em or paste 'em on to the rear bumper of your carriage. They're a laugh riot and the hottest mail order items on the market. Here are only a few of our current, nation-wide best sellers:

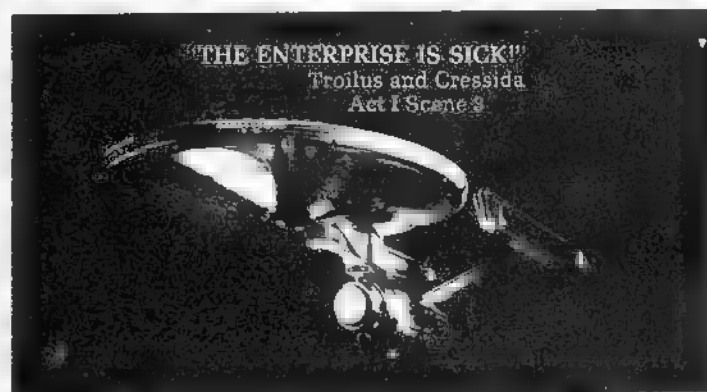


Also such all time favorites as, "The Toreador Song Is Bull-#\$%&*!", "Jascha Heifitz Fiddles Around," "With A Name Like Camille Saint-Seans, No Wonder He's From Gay Paree!"; and many many more. Send checks or money orders % this magazine. T-shirts \$5 each. Bumper stickers 50¢ a piece (\$475 with complete carriage ensemble*)

*This last offer not good in Roumania, Swabia, Luxemburg and other countries where the post office doesn't mail horses.

TO SEE OR NOT TO SEE DEPT.

WILLIAM SHAKESPE



STAR TREK

THE MOTION PICTURE

starring
WILLIAM SHATNER



"...CAPTAIN OF THIS
RUIN'D BAND..."

Henry V
Act IV Pro.

"...WITH HIS FAT-BRAINED
FOLLOWERS SO FAR OUT..."

Henry V
Act III Scene 7

also starring
LEONARD NIMOY



"...WORN VULCAN..."

Titus Andronicus
Act II Scene 1

"...HE HAS NOT SO MUCH
BRAIN AS EAR-WAX..."

Troilus and Cressida
Act V Scene 1

and featuring
DEFOREST KELLEY & JAMES DOOHAN



"...BONES,
ILL-FAVORED..."

Henry V
Act V Scene 4



"...THE WEASEL
SCOT..."

Henry V
Act I Scene 2

"BEARS NO IMPRESSION OF THE THING AS IT WAS."

Two Gentlemen From Verona
Act II Scene 4

1941

"DOST THOU FALL UPON
THY FACE?"

Romeo and Juliet
Act I Scene 3



THE AMITYVILLE HORROR



"I COULD CONDEMN IT AS AN
IMPROBABLE FICTION..."

Twelfth Night
Act III Scene

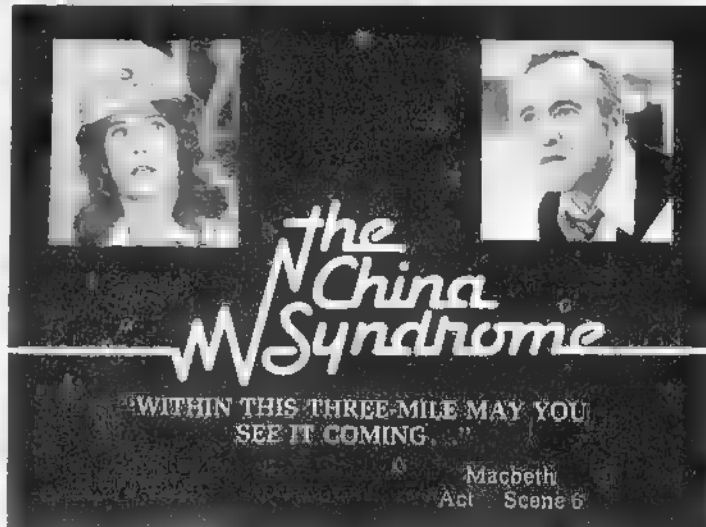


"...STANDING, SPEAKING, MOVING,
AND YET SO FAST ASLEEP."

The Tempest
Act II Scene

ARE...MOVIE CRITIC

WRITER: HENRY CLARK



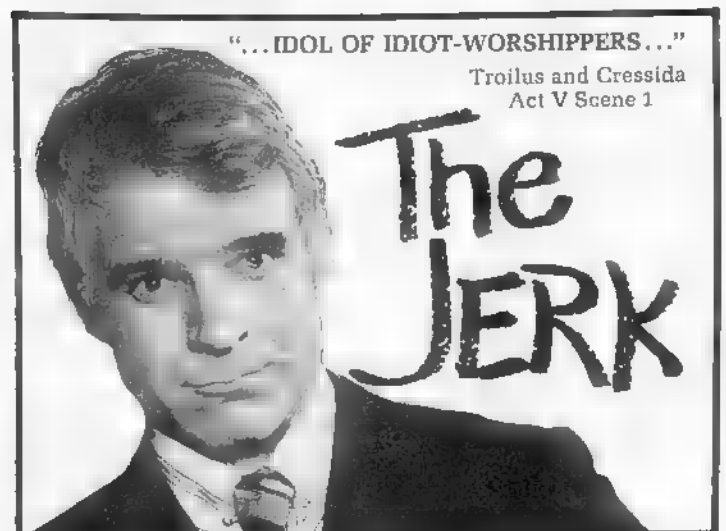
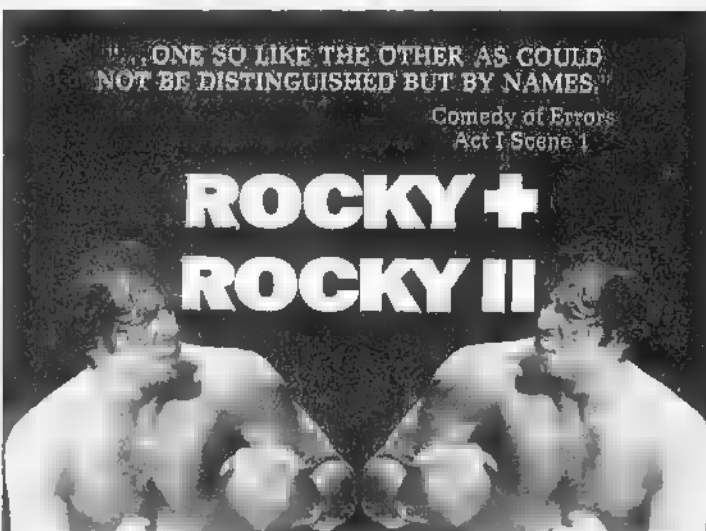
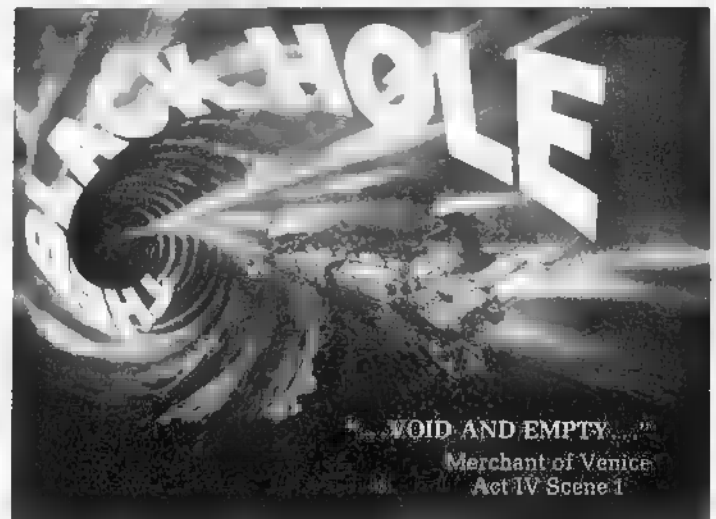
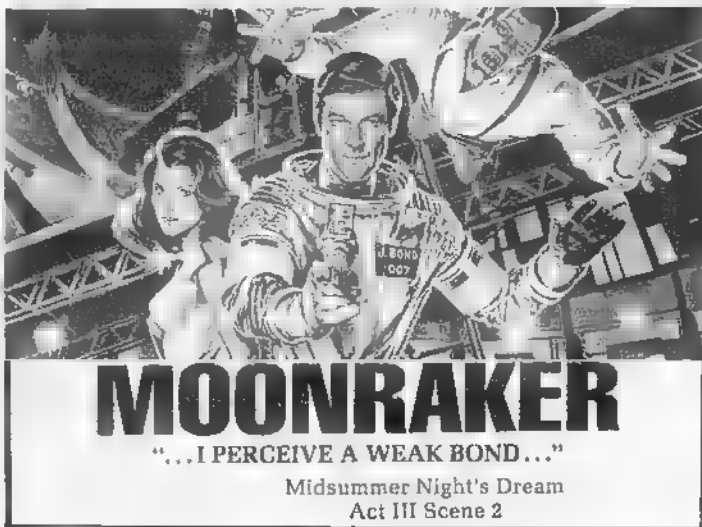
"O MOST LAME AND IMPOTENT CONCLUSION!"

Othello
Act II Scene 1

"THE SADDEST SPECTACLE THAT E'ER I VIEWED."

Henry IV Part II
Act II

Apocalypse Now



GIFT HORISING AROUND DEPT.

In the old days, meaning more than three years ago, manufacturers and retailers would often give a buyer a "FREE GIFT" or "BONUS" with their product or service. If you were purchasing an Electric Drill, for example, the manufacturer might throw in a free set of Drill Bits. But with inflation choking our economy, manufacturers and retailers can no longer afford this practice. Instead, they are hyping as "Free Gifts" the things you'd ordinarily get anyway! Like f'rinstance this article, which we're throwing in ■ a FREE GIFT for buying the magazine, and contains some MAD examples of

Bon



Schlock & Deckle

INCLUDED AT NO EXTRA COST:

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- Warranty Card
- List Of Service Centers
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Schlock & Deckle ELECTRIC DRILL In One Piece



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Which You Can Use to Store Any Unused
G R E P S I C O L A

FREE!

**WITH EVERY
PURCHASE!**

**AN
ELECTRONICALLY
PRINTED
CASH REGISTER
RECEIPT!**

BUY A DOZEN EGGS AND TAKE THEM HOME IN A

**FREE DECORATOR
CARRYING CASE**

IDEAL FOR PROTECTING YOUR PURCHASE DURING TRAVEL!
CONVENIENT FOR STORING EGGS ■ YOUR REFRIGERATOR!
ATTRACTIVE ■ NOSY PEOPLE WHO MIGHT PEEK INTO IT!



us Balonus

ARTIST: BOB CLARKE

WRITER: DICK DE BARTOLO

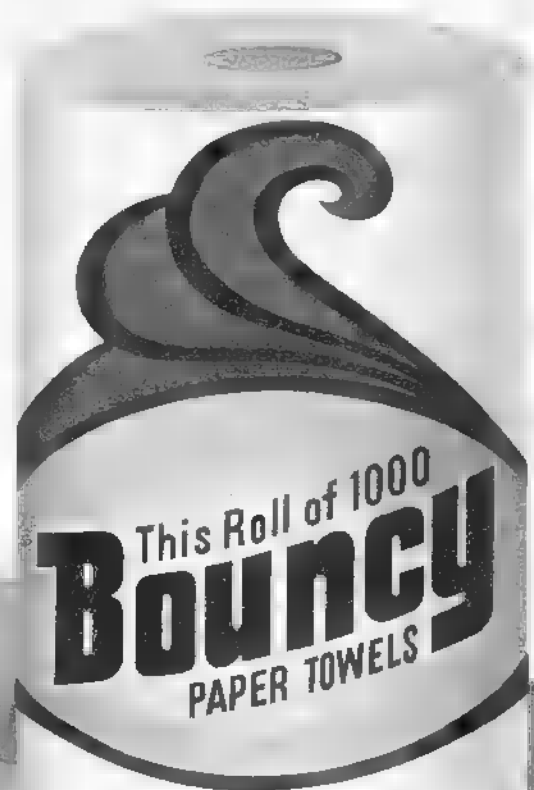


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SCORE BORED DEPT.

For years, men have secretly expressed their reactions to women by rating them on a scale of 1-to-10. A while back, the movie "10" focused public attention on this national pastime, and immediately, howls of protest arose from Equal Rights groups, charging that the 1-to-10 grading system used by some males proved them even more chauvinistic and piglike than previously

ON A SCALE

ARTIST: HARRY NORTH

ON A SCALE OF 1-TO-10 . . .



... Mononucleosis rates a 1, but the fun of being exposed to it rates a 10.

ON A SCALE OF 1-TO-10 . . .



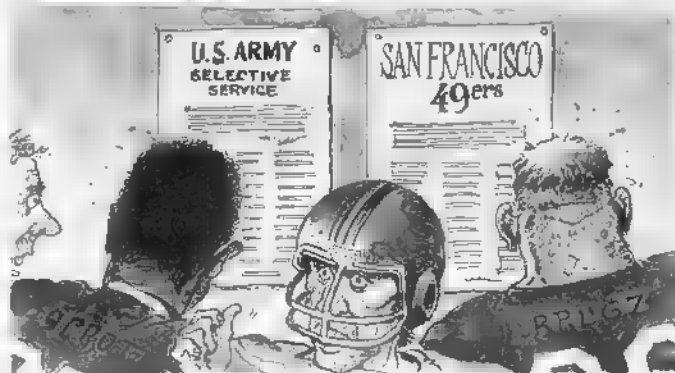
... Cheryl Tiegs' acting ability rates 8 points lower than the rest of her.

ON A SCALE OF 1-TO-10 . . .



... Henry VIII never rated higher than a 2, despite all his efforts to be charming.

■ A SCALE OF 1-TO-10 . . .



... being drafted by the US Army rates only 1 point lower than being drafted by the San Francisco 49ers.

ON A SCALE OF 1-TO-10 . . .



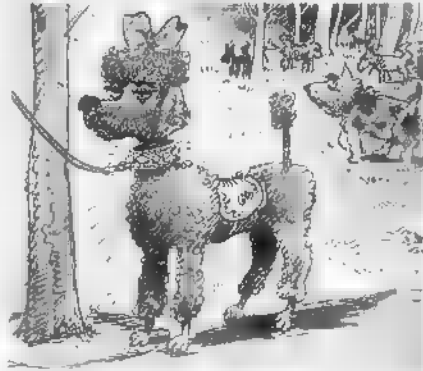
... Annette Funicello's rating has dropped 1 full point every year since 1957, when she rated a 5.

ON A SCALE OF 1-TO-10 . . .



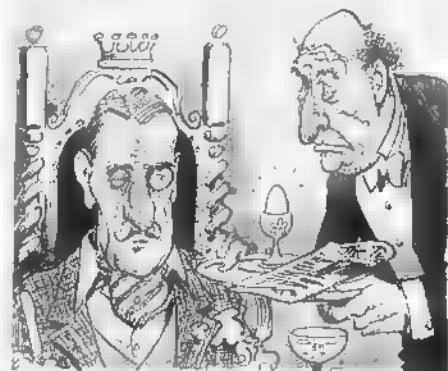
... Gary Coleman rates an 8, but should drop sharply as he gains height and loses cuteness.

ON A SCALE OF 1-TO-10 . . .



... French poodles rate a 9... but only in their own opinion.

ON A SCALE OF 1-TO-10 . . .



... eggs are incapable of rating higher than a 4, no matter how you cook them.

assumed. And MAD cannot argue with the girls on this point. However, we hasten to add that the rating game could be fun for all, rather than just humiliation for some. It quickly sheds its sexist implications once we all realize that the whole world is comprised of "Above Averages" and "Below Averages," which makes it possible to rate almost everything we encounter

OF 1-TO-10

WRITER: TOM KOCH

ON A SCALE OF 1-TO-10 . . .



. . . Hugh Hefner's parties rate an 8 . . . and might rate even higher if Hugh didn't come.

ON A SCALE OF 1-TO-10 . . .



. . . everything in Texas, except for the Dallas Cowboys' cheerleaders, rates a 2.

ON A SCALE OF 1-TO-10 . . .



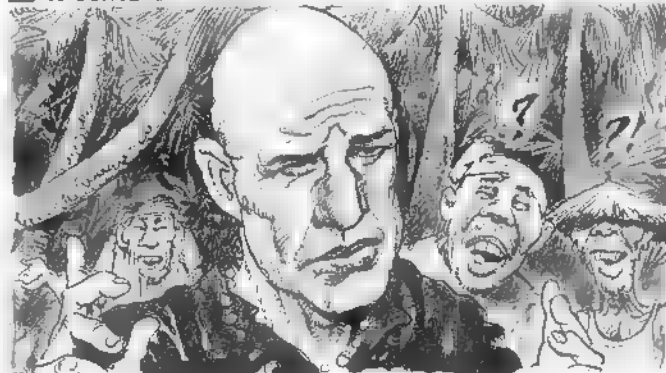
. . . ■ McMahon rates 5 points below Johnny Carson, who rates a 4.

ON A SCALE OF 1-TO-10 . . .



. . . Howard Cosell's intelligence might rate as high as a 6, if he could just learn to keep ■ to himself.

■ A SCALE OF 1-TO-10 . . .



. . . Marlon Brando has never even been rated . . . because no one can understand what he's saying.

ON A SCALE OF 1-TO-10 . . .



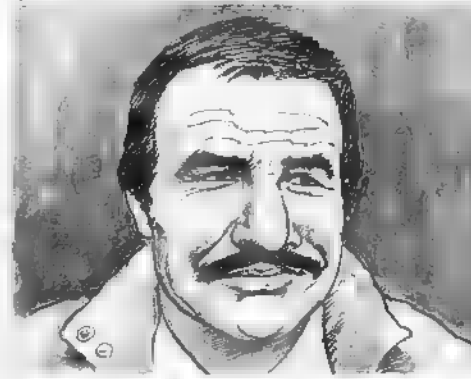
. . . Oakland's teams rate a 3, except in Oakland . . . where they rate a 1.

ON A SCALE OF 1-TO-10 . . .



. . . Militant Feminists rated a 3 until the novelty wore off and they dropped 5 points.

ON A SCALE OF 1-TO-10 . . .



. . . Burt Reynolds rates a 9, which is odd because his movies all rate a 3.



ON A SCALE OF 1-TO-10 . . .



. . . the movie "10" rated about a 5.

ON A SCALE OF 1-TO-10 . . .



. . . Mean Joe Greene rates a 7, because he'll punch us silly if we give him anything less.

ON A SCALE OF 1-TO-10 . . .



. . . the entire 14th Century rates a 1.

ON A SCALE OF 1-TO-10 . . .



. . . John Connally, Howard Baker and Jerry Brown rate a 2—
but only when you add all their individual ratings together.

ON A SCALE OF 1-TO-10 . . .



. . . Charo rates a 7, but only when she sticks
to playing the guitar and doesn't say anything!

ON A SCALE OF 1-TO-10 . . .



. . . this season's most exciting TV
detergent comparison test rates a 1.

ON A SCALE OF 1-TO-10 . . .



. . . People Magazine rates halfway between
Modern Romances and the National Enquirer.

■ A SCALE OF 1-TO-10 . . .



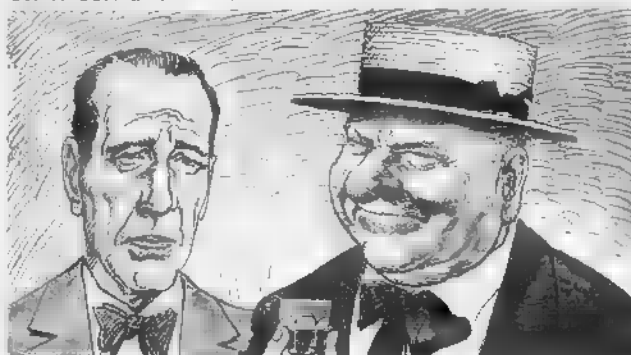
. . . Richard Nixon, boiled turnips and
1964 Ramblers all rate about the same.

ON A SCALE OF 1-TO-10 . . .



. . . a comparison with more recent Presidents has
enabled Millard Fillmore to zoom from a 1 to a 7.

ON A SCALE OF 1-TO-10 . . .



. . . Humphrey Bogart and W.C. Fields both rate 6
points higher than they did when they were alive.

JET SET FOR TAKE-OFF DEPT.

Did you ever wonder what the wealthy, suave, beautiful people do besides hustle designer jeans on TV? Well, they spend most of their time partying, traveling, talking about sex, quipping unfunny one-liners and getting involved in murder! That is, if you believe the TV show that starts off each week with a gravelly voice saying:

This is my boss, Jonapun Hart!
He's a self-made millionaire!

And this is his Wife, Mrs. H.!
She's gorgeous, and she really
knows how to indulge herself!

Oh, yeah! My name is Lax! I take care of them both!
Which is kinda ridiculous, even on TV! I mean, why
would two successful adults need a baby sitter . . . ?



Incidentally, working for
these two is sheer murder!

I mean, how would you like to have to listen
to their constantly corny puns and one-liners?!

They think they're being
witty and sophisticated

... while I'm
suffering from

HAR TO HAR

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE

Darling, this
"See How The
Other Half
Lives" Party
is a marvelous
idea, but you
didn't tell me
it was a COS-
TUME AFFAIR!

These
people
ain't
wearin'
costumes,
Mrs. H.!
That's how
they dress!

Lax, why do they
call this a "fast-
food restaurant"?
We've been here for
ages and we haven't
seen a WAITER or
the WINE LIST!!

They
don't
have any!
No Wine
List?!?
Are you
kidding?

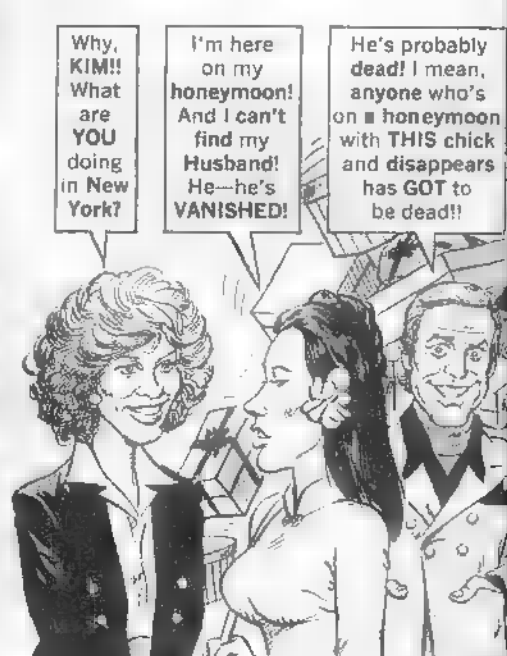
And they ALSO
ain't got no Waiters!
It's SELF SERVICE!

How un-American!! Darling, let's
go home and have a slumber party!

Hmmm! Sounds very
sexy! But I'd like
to EAT first! You
know, Man doesn't
live by broad alone!

I TOLD
you work-
ing for
these
two is
murder!







What did your Husband do?

They were on their honeymoon! What do you THINK he did?!

Did you know that your Husband was wanted in connection with a jewel heist? It's rumored that he double-crossed his partners, and split with all the diamonds!

So he was iced for the ice!

I never suspected that Milo was a thief! All I knew was he imported plaster statues!

PLASTER STATUES?! Let's check out his warehouse!

Do you think we'll find the diamonds there...?

No, actually I was hoping we'd find a PINK FLAMINGO for our front lawn!

Isn't ■■■ little strange for a best-selling author and the head of a giant conglomerate to be breaking into ■ warehouse ■ the middle of the night??

Not on TV, it's not! Let's face it... not many people are going to tune in to watch you TYPE, or me pre- side at a BOARD MEETING!

The diamonds are probably hidden in one of these statues!

How are we going to know which one?

Simple! Tollbooth, here, will sniff your bracelet to get the scent of diamonds, and then he'll smell the statues and pick a winner!

Darling, I hate to put a damper on your idea—but this one is ■ WASHOUT!

Yeah, Mr. H.! Your plan is ALL WET!

Et tu, Lax?!

Sorry! It's contagious!

I guess we'll just have to bust open every one of these statues, Mr. H.!

If Milo'd been ■ GOLFER, he might've hidden the loot in his Golf Course! Then, we'd be looking for diamonds in the rough!

BLAMM!!
BLAMM!!

Everybody's a CRITIC!!



Are you okay, Mr. H.?

I THINK so... except for this lump on my head!

Speaking of lumps, Mr. H., did you happen to notice this wall paper?

Either they have bumpy walls, or the diamonds are hidden behind the wall paper, right?



Will you look at that!?

Yeah! Did you ever see such an ugly pattern! No wonder they put up new wall paper!

No, I'm talking about the diamonds!

Hold it! I'll take those!



You KNEW Milo was a diamond thief!!

Why ELSE would I marry the creep!?

For companionship! Somebody to bring you breakfast in bed, scrub your back in the shower, take out the dog...

Gee, Mr. H.! I do all them things, and WE ain't married!!



You want the stones? CATCH...

Lax... get the gun!! I'll get the girl!!

How come I never get to grab any of the good stuff?



HELP!! LET ME OUT!!

That should keep you till the cops arrive!

Wow! Talk about your lumpy wall paper!!



Har, we got your Wife! Let's talk business!

I'll give you the diamonds if you let her go!

It's a DEAL!! Actually, WE thought we'd have to PAY YOU to take this dizzy broad off our hands!



Where to, Mr. H.?

They're holding Jenifun in a junkyard in Hoboken!

No kiddin'?! Usually, when she's kidnapped, they take her to some exotic place so we can have an exciting ski chase sequence, or an underwater scuba diving scene!

Here are the diamonds! Let my wife go!

FIRST we get our hands on the stones! THEN we let her go!

Mrs. H., while they're doing the old, "No, You First" routine, JUMP!!

HOBOKEN
JUNK
AND
GARBAGE
BOUTIQUE

Lucky I wore my jump suit today!

HALP!

Gentlemen, you are about to have an uplifting experience! I hope you enjoy your "high" until the police get here!

The financial world was stunned today by the news that Har Industries has filed for bankruptcy! According to insiders, the reason for the failure of the giant conglomerate was the continued absence of its playboy president, Jonafun Har!

Mr. Har had been dipping heavily into the company funds to finance his jet set pursuits like traveling... partying... murder... and talking about sex!

Did you hear that, Darling? We're BROKE!

Not to worry, folks! I got a few bucks in the bank! I made some good investments, and I sold my Har Industries stock at the top! So you could say I'm rich! We'll just go on living in the same house...

Lax, dear, you are a treasure!

Of course, there'll be some minor changes...

Will you be needing the car to-night, Sir?

Here is your cocktail, Mr. Lax!

Boy, THIS is the life! I only wish all the OTHER faithful servants like Tonto, Cato and Sancho Panza could see me now!!

**HOW DO
TODAY'S
CROOKS
REALLY
STRIKE
IT RICH?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

From the time we were old enough to understand, we were all taught that breaking the law does not pay because it leads to shame and punishment. However, lately we've noticed that this is quite the opposite for some lawbreakers. To find out how they're making out, fold in page.

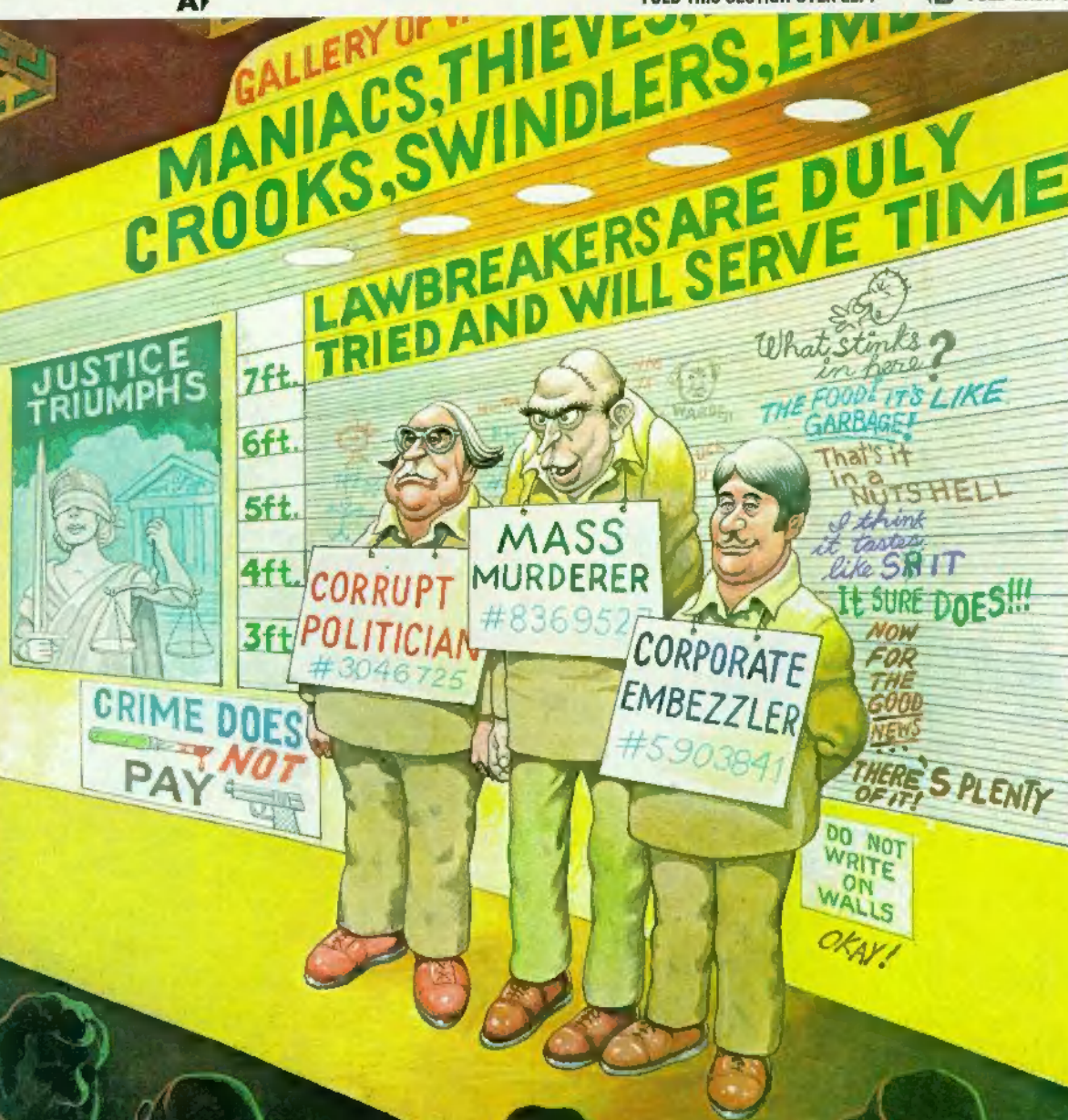


FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**FREE WHEELING LAWBREAKERS SEEM TO FACE DOOM
BY GETTING CAUGHT. BUT LATELY, MANY A CROOK
SAYS THERE ARE HUGE PROFITS IN THIEVING ROLES**

A)

B)

